

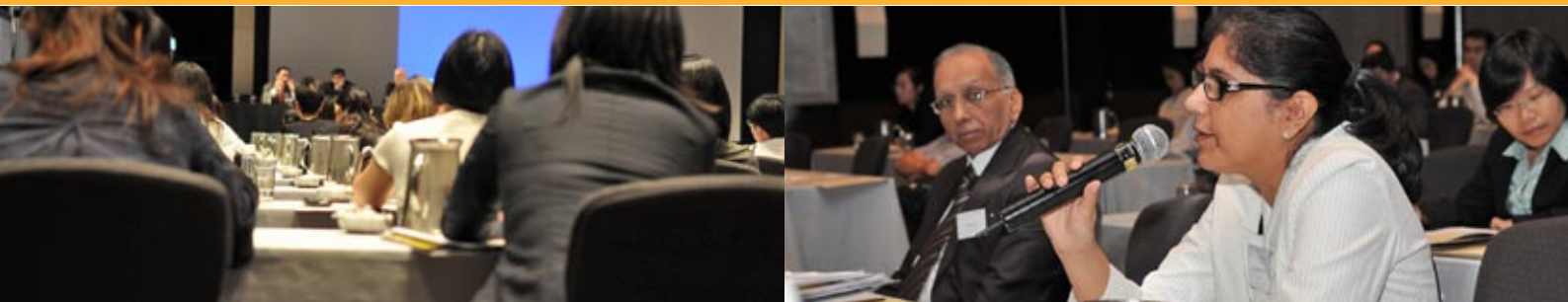
September 1 & 2 2010, Hong Kong

Agenda – Wednesday September 1

Day One

8.30-9.00	Registration
9.00	Welcome – Peter Ollier , Asia editor, <i>Managing IP</i>
9.10	Keynote address – David Llewellyn , professor of IP law at King’s College London, external director of the IP Academy in Singapore and of counsel at White & Case – IP in Asia – Moving to the next phase
9.30	<p>MANAGING IP INVESTIGATIONS</p> <ul style="list-style-type: none"> • Getting the best out of law enforcement • Working with Customs • Using private investigators <p>Richard Halverson, unit chief, National IPR Coordination Center, US Immigration and Customs Enforcement Albert Ho, head of the Intellectual Property Investigation Bureau, Hong Kong Customs Bob Youill, vice president, brand protection services, FTI-International Risk</p>
10.30	Morning coffee break
10.50	<p>LICENSING AND LITIGATION IN THE US</p> <ul style="list-style-type: none"> • The links between licensing and litigation • Dealing with discovery while controlling costs • Tactics for success as a plaintiff or defendant <p>Catherine Sun, partner, Foley & Lardner (moderator) John J Feldhaus, partner, Foley & Lardner Hiro Seki, general manager – IP, Renesas Technology Corp William J Calore, director of contracts (ETU), RTI International</p>
11.50	<p>CHINA FOCUS ONE – CHINA’S PATENT LAW AMENDMENTS</p> <ul style="list-style-type: none"> • One year on – how China’s Patent Law amendments are working • A guide to the first filing and inventor remuneration requirements • Patent enforcement tips <p>Singer John Huang, managing director, East IP (moderator) Gao Lulin, honorary president, ACPAA and chairman, East IP Ren Bing, director, East IP</p>
12.50	Lunch
1.45	<p>IN-HOUSE ISSUES: BUDGETS, BOARD DISCUSSIONS AND BUILDING RELATIONSHIPS</p> <ul style="list-style-type: none"> • How to make the case internally for a strong IP budget • Managing expectations during IP enforcement actions • Building a strong relationship with outside counsel <p>Isabella Ho, senior legal counsel, Lanard Toys (moderator) Peter Chong, director IP & brand enforcement Greater China, Louis Vuitton Stephanie Bennett, senior group legal counsel – technology & intellectual property, Standard Chartered Bank Gabriela Kennedy, partner, Hogan Lovells</p>
2.45	<p>ONLINE IP INFRINGEMENT IN SOUTHEAST ASIA</p> <ul style="list-style-type: none"> • Cracking down on online infringement • Legal landscape in Malaysia, Indonesia and Singapore to assist IP owners • A case study will highlight the challenges IP owners face <p>Chew Kherk Ying, partner, Wong & Partners, Malaysia (moderator) Celeste Ang, associate principal, Baker & McKenzie. Wong & Leow Adolf Panggabean, senior associate, Hadiputranto Hadinoto & Partners, Indonesia</p>
3.45-4.00	Afternoon coffee break
4.00	<p>SOCIAL MEDIA AND IP</p> <ul style="list-style-type: none"> • Trade mark and copyright issues when using social media for marketing • Monitoring use of your brand in new media • A guide to employee blogs and trade secrets issues <p>Stan Abrams, IP professor, author of China Hearsay blog and of counsel at Golden Gate Law Firm (moderator) Danny Friedman, IP consultant, academic and author of the IP Dragon blog</p>
5.00	Close

Day two overleaf...



September 1 & 2 2010, Hong Kong

Agenda – Thursday September 2		Day Two
8.40	Registration	
9.10	Opening – Dan Cole , group publisher (Asia), Legal Media Group	
9.15	IP VALUATION IN SALE AND LICENSING TRANSACTIONS <ul style="list-style-type: none"> • A guide to valuing IP rights for different deal structures • Terms and diligence items that can kill value • Dealing with post-transaction issues Peter Ollier , Asia editor, Managing IP magazine (moderator) Joseph Kessler , president, Marqera Brett Shadbolt , CEO, Censere Hans Lee , partner, ONC Lawyers	
10.15	Morning coffee break	
10.30	WORKING WITH CUSTOMS IN INDIA <ul style="list-style-type: none"> • A guide to India's Customs recordation scheme • How to identify the right ports to target • What to do when infringing goods are identified Anuradha Salhotra , managing partner, Lall Lahiri & Salhotra (moderator) Mandeep Singh Khillan , senior manager – Legal Corporate Affairs, VLCC Chandra Shekhar Sharma , legal manager, SRF Anil Chibber , associate vice president – specialist advisory services, Grant Thornton Raghav Saha , director, TIFAC, Department of Science and Technology, Government of India	
11.30	CHINA FOCUS TWO – TRADE MARK TIPS <ul style="list-style-type: none"> • A guide to using the Chinese Trade Mark Office • How to prove well-known status • Dealing with Hong Kong's shadow companies Singer John Huang , managing director, East IP Ai-Leen Lim , partner, Bird & Bird Konnie Zhu , head of legal and external relations, Ferrero China	
12.30	Lunch	
1.30	IP OUTSOURCING EXPLAINED <ul style="list-style-type: none"> • A guide to what IP services are available • How to manage the outsourcing process • In-house counsel discuss their experiences Joanne Hon , vice president and head of Asia business development, CPA Global (moderator) John Hanssen , managing director, legal – Asia-Pacific, DuPont Emmanuelle Prono , assistant general counsel, Techtronic Industries	
2.30	PROTECTING IP IN THE MIDDLE EAST <ul style="list-style-type: none"> • The impact of Sharia law on IP protection • Developing a regional IP enforcement strategy • Working with Customs authorities in the region M Yawar Irfan Khan , managing partner, United Trademark & Patent Services Hasan Irfan Khan , Supreme Court advocate and senior partner, United Trademark & Patent Services Bilal Ahsan , attorney at law, United Trademark & Patent Services Fatima Al-Heyari , attorney at law, United Trademark & Patent Services	
3.30	Afternoon coffee break	
3.45	COMMON LAW AND CIVIL LAW COMPARED <ul style="list-style-type: none"> • How the differences between the legal systems affect IP enforcement • Advantages and disadvantages of each system explained • How both systems can adapt to deal with new challenges Charmaine Koo , partner, Deacons (moderator) Anuradha Salhotra , managing partner, Lall Lahiri & Salhotra Catherine Sun , partner, Foley & Lardner	
4.45	End	